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## Iowa State College Women Are Modern Marketers

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opening, one pocket, and seam forward on shoulders. Of course I had to get the same style in all essential points or my comparison wouldn't have been fair.

"First I tried laying the patterns on the same lengths of material for cutting out. The material was plain in color, had no pattern and was 36 inches wide. I found that one pattern took almost a half-yard more material than the others. That alone would be worth a woman's knowing for she could save considerable material by using another make unless she was the very full type who needed this extra-large cut of pattern. You can't always go by the amount of material called for on the pattern, either, because if you know how, you can often twist the pieces around so as to save material, and if you have studied your patterns you will know which one works more to advantage that way.

"In order to be perfectly fair, I worked out a score card for judging the patterns, assuming that they were to be used by someone who didn't know how to sew at all well, and really had to depend on the pattern for guidance in cutting, making, and fitting the garments. I considered the following points, and gave them values thus:

1. Fit of the garment.....	40
2. Markings of the pattern.....	25
3. Cutting-out directions .....	15
4. Construction directions .....	15
5. Amount of material used.....	5

Total .....100

"In judging the fit of the garment, I tried to determine which patterns were most dependable for different types of people. I found that one pattern, the D—, fitted all three types pretty well, but that others, as the C—, fitted only

the quite plump type well, and the B—, as you found, is usually too small for the medium and plump types. To do this I chose a thin girl, a medium-sized one, and a quite plump one to act as my models. All of these girls were size 38 but differed considerably in shape of figures. The thin girl had broad shoulders and a long waist; the medium one was average in all proportions; and the plump one had fullness around the bust and a short waist. Most of us don't realize that there is this difference in types of figures which are all the same size.

"For the fittings, I made a skeleton waist of cambric from each pattern; that is, I put together on the lines indicated in the pattern, a front, back, and sleeve. Then the waists were tried on the three girls, and the lines of alteration for each type marked with different colored pencils, as orange for thin, green for medium, and purple for plump.

"The housewife will find it worth while to consider the perforations of the patterns she uses. For instance, some patterns have all one type of perforations in different sizes, standing for different things. In case such a pattern is a little torn or rumped, it is often hard to distinguish between the perforations. Others have different shapes of perforations and are thus much easier to follow. Then sometimes the perforations are not clear or distinct, and in judging the pattern markings I found one pattern with markings which seemed always to be blurred. Another important discovery was that some patterns come with the name printed or cut right into each piece of the pattern instead of having the pieces numbered. This pattern was easier to follow because it eliminated the necessity for looking back at the picture on the

envelope to identify every piece.

"It is really worth while to know which pattern has the most reliable directions and is most easy to follow and so both cutting-out and construction directions were considered from the point of view of pictured plans and written directions. A woman who has had experience in sewing doesn't pay much attention to them, but neither does she always use commercial patterns. It is the woman who is not an expert seamstress who considers the printed instructions on the envelope and these instructions may or may not be plain and easy to follow. One pattern took over fifty words to tell how to put a cuff onto a sleeve, and another did it equally well in a dozen.

"The majority of the patterns didn't have pictured plans, especially for construction, but the one or two which did, were much easier to follow.

"In scoring these eight patterns on a possible scale of 100, not one of them could really score more than 75 percent. Lack of cutting and construction guides brought down the score of one pattern. A woman who knew how to sew wouldn't need these, perhaps, and as the other features of the pattern were quite good, she could probably use that make with satisfaction. Other patterns were equally good in some points and poor in others. Doesn't that show that there is no perfect pattern and that the sewer must know which one best suits her needs?

"But I must go home now, and I haven't told you yet what to do for this waist. It's too small for you as it is, so if I were you I'd either make it a panel effect and put a foundation waist under it, or give it to your sister Jane. She's a thin type, you know. And next time, know your pattern before you use it."

## Iowa State College Women Are Modern Marketers

By KATHERINE GOEPFINGER

THE SWEET young bride telephoned her butcher and ordered some meat. "Anything else, madame?" he asked.

"Oh, yes," she replied after a moment's consideration, "A little gravy, please."

Home Economics girls at Iowa State will never be guilty of similar mistakes for, when they have finished with their course in marketing, they know the subject not only from the buyer's standpoint but from the standpoint of the stores and public markets, as well. During the time when they are taking the course, they study the local markets and stores, and later on, they all take a trip to Des Moines to study at first hand the city markets and wholesale establishments.

The group taking this trip during the fall quarter included one hundred and fifty sophomore girls. They visited the wholesale house of Charles Hewitt and Sons Company, Flynn's Dairy, The Boston Market, The Des Moines Public Market, and Chase's Retail Grocery. The trip proved to be instructive in many ways. Interesting insights "behind the scenes" gave impressions of marketing from the dealer's standpoint. Valuable information to consumers was revealed to the students.

"Don't buy English walnuts from this year's California crop if you wish to be

thrifty," said John A. Blanchard of Charles Hewitt Company. "They are only sixty percent good—a little over half—while the Italian crop is ninety-six percent good." The nut buyer had just been testing samples of the new crops and advised buying walnuts produced in Italy.

The students were shown all the stages of preparation of coffee from the green bean to the finished product. Several varieties of green coffees from South America, Central America, and Mexico were opened up for inspection.

There was as great a variety in the kinds of Burlap containers as there was in the green coffee contained in them. Small rocks and foreign matter which is mixed with the coffee beans are removed at the wholesale house by a suction of air strong enough to lift the coffee, but not the rocks. Gas heated the coffee roasters, each contained three hundred pounds of green coffee. The coffee is roasted thirty minutes and during this time it shrinks about 14 percent. The coffee buyer explained to the students that roasted coffee in tin cans costs six and one-half cents per pound to pack; coffee in fiber tubes with paraffin lining costs four and one-half cents to pack; and coffee in paper cartons with

paraffin lining, two and one-half cents to pack. The latter method of packing is satisfactory if the grocer keeps his stock fresh and if the consumer does not keep it on the shelf too long. However, for best results, the coffee purchaser advises the housewife to buy her coffee in tin containers and have it freshly ground as she uses it.

The manufacture of peanut butter was next explained. Peanuts used for this purpose are roasted in the same manner as coffee is roasted. The peanuts are all picked over by hand, to remove stones and imperfect nuts. The little hearts of the nuts, which are bitter, are removed before grinding and sold for chicken feed. A blend is made of large Virginia nuts which give good flavor, and small Spanish nuts which contain a large percent of oil. Nothing is added to the peanuts as they are being ground for butter, with the exception of salt.

Salted peanuts are of the No. 1 Spanish variety. These are cleaned, sorted, boiled in coconut oil, and salted after cooking.

Hewitts prepare their own powdered sugar. It is made by beating up the granulated sugar to a dust, three pounds of corn starch being added to each one hundred pounds of sugar. This addition

is for the purpose of keeping the powdered sugar from hardening and forming lumps.

At Flynn's Dairy the students had a chance to see just how a large commercial dairy is run. Several Ames graduates, employed in the plant, assisted in conducting the class through the plant and explained the processes. He explained that a capable field man is employed by the firm to inspect the sources of supply and to see that the cows producing the milk are healthy and housed in clean quarters.

The milk which comes into this dairy is transported to the plant receiving room in the shortest possible time. There it is weighed by automatic scales, tested for acidity, and that which complies with the test is strained through sterilized cheese cloth into huge, jacketed, glass-lined steel tanks. A cooling medium, circulating around the milk, rapidly lowers its temperature to the proper level. The milk is pumped from

these tanks to the clarifiers, which remove any sediment. That portion used for cottage cheese is put through the separators, which recover the cream, and the skim milk is sent to the cheese vats.

From the clarifiers the market milk flows by gravity to the pasteurizers. After being heated for a specific length of time it enters the cooling coils and is quickly chilled to thirty-eight degrees. Milk is conducted directly from the pasteurizers to an equalizing tank, and from there to the bottling machines, which automatically fill and cap the bottles. They are then carried on automatic conveyors to the refrigerator storage room. In this room which is insulated with eight inches of cork could be seen twenty-five thousand bottles of milk ready for the next morning's delivery.

The washing and sterilization of empty milk bottles proved to be an interesting process. They are washed mechanically first in hot soda water, then rinsed twice in clear hot water then sterilized with

live steam and placed inverted in specially designed crates, so that all possibility of contamination is eliminated. Every bottle has four separate inspections.

Perhaps the most interesting of the processes noted in this dairy was the homogenizing process in ice cream making. The "mix" is passed through a powerful machine which breaks up the butter globules and imparts to the finished product a velvety smoothness. From the homogenizing and mixing vats the "mix" flows to the freezers, which are located in a specially designed room entirely separate and distinct from the milk department. Every process in this dairy is in charge of college graduates who are experts in hygiene and sanitation.

At the Boston market the proprietor explained, in considerable detail to the class, the different kinds of fish in his large display room and told where he purchased each variety. Among them were five grades of oysters, live lobsters, (Continued on page 15)

## A Simple System of Household Accounting

By GENEVIEVE McKIM BARKER

**D**O you run from the word "budget" like most housewives?

Do you lose sleep over percentages and accounts as your children do? Most of us do. But at the practice house at Iowa State College, the home economics students keep accurate accounts of household expenditures and follow budgets, without realizing that such words as "budget" and "account" exist.

Miss Alma Reimenschneider, manager of the practice house, says that it takes only a few minutes each evening to do the practice house bookkeeping. It is no tedious task of chasing a penny through pages of figures to make the books balance, if simple forms of accounting and budgeting are used—and no housewife would want to use a complicated accounting or budgeting system. The principal thing is for each housewife to work out her own system and to make it as simple as possible.

Before the practice house manager made out her food budget, she kept accounts for several months in order to decide just how much should be spent for food each day. It would be foolish for a housekeeper to set aside arbitrarily a certain percent of the family income for food without considering her own family or its conditions and whims. For instance, we all know that when a woman does her own sewing, cooking and caring for the house, she does not spend as much money for these things as if she hired them done, and she can then apportion more money for other things.

A butterfly fun-loving neighbor may say, "Oh! yes, Mrs. Thrifty can have things because she is such a good manager. If only I had a business head." The fact of the matter is that Mrs. Thrifty manages her work and the money takes care of itself. Her percentage of income spent for food and clothing is probably lower than Mrs. Hire-it-done, altho she lives in the same neighborhood and her husband receives the same income. Therefore the budget in the two families would necessarily have to be made to suit the family conditions.

So in planning the food budget, the



practice house manager finally decided that 60 cents a day could be spent for food each day for each person. The buyer at the house knows this and plans the meals accordingly. Since students live at the practice house only temporarily, there are no clothing or other similar expenses. Besides the food, however, there are the monthly bills for heat, light, water, etc.

To keep track of all the accounts, two small books are kept. The system of accounting used in these books could well be copied in any real household. One book is an income book in which an account of everything that "comes in" is recorded for each month. The other is an expense book, in the front of which are the daily expense sheets which have these headings:

Cereal Products; Eggs; Fats; Fruits; Meats; Milk; Vegetables; Miscellaneous.

Each night all the receipts are posted under the proper headings. In the back of this book is the monthly expense sheet which has these headings:

Gas; House; Supplies; Ice; Water; Telephone; Light. These expenses are posted as the bills come in and are totalled for each month. All that must be done to make the books balance is to subtract the expenses from the income and the remainder is the amount saved on house money. Files for the receipts and bills are used so that these may be kept in accessible places. An accurate checking system is one of the biggest aids which any housekeeper can have in keeping accurate household accounts, Miss Reimenschneider says. Then too, the housewife who keeps her check stubs and

uses them in place of receipts has cut the difficulty of keeping accounts several percent. Another way in which the practice house accounting system is simplified is by the buying of supplies in large quantities.

For the account book in the ordinary household, where there are such expenses as clothing, rent, etc., Miss Reimenschneider suggests, besides the page for food expenses, that other pages be devoted to:

Rent; Clothing; Saving; Gifts; Operating Expenses; Waste.

After keeping accounts of all these items for several months each housewife will have enough material on hand to enable her to make a monthly or even a yearly budget, and plan just what percentage of money is to go for each of these things.

When the housewife has decided how much of the income it will be necessary to allow for actual household expenses then she can decide on the amount that is to be saved, subtract that amount from the income and apportion the rest among the other headings. If the savings are left until the last, they are apt to have only a very slight consideration.

Notice, also the column or page headed "Waste," (not waist, altho it might be). Often one buys a blouse or even a dress because it is a bargain or because a saleswoman has talked one into it, which is never worn after it is purchased. If this waist or dress is put in the waste column when the buyer finds that it belongs there, it will be easy to realize the way the money "slips thru one's fingers," moreover it will be easier to hang on to it the next time.

There is one more thing which is just as necessary to a good accounting system as a well kept account book and that is frequent family consultations. Unhappiness caused by the fact that some members of the family have no share in the handling as well as the spending of the money, is common in many homes. Often no one but the father has any idea of how much money the family really has, or can afford, to spend. No housewife



store. For instance a dyeing company manufactures red dye and brown dye but does not make a henna dye, since this color is only seasonal and not standard. It is possible then for a home dyer who has had experience in dyeing to buy several colors and make her own shade of dye. The mixing of unusual colors, however, is not for the inexperienced home dyer. She can work only with simple dyeing problems until the dyeing processes have been thoroly absorbed and then she can try a few dyeing experiments.

Editor's note: The next issue of the Homemaker will contain a short article on the making of unusual colors for the home dyer who has had experience and who wishes to produce colors which can not be purchased.

#### IOWA STATE WOMEN ARE MODERN MARKETERS

(Continued from page 5)

shrimps, frogs' legs, different kinds of trout, eels, large halibuts, etc.

At the Des Moines Public Market all the different varieties of fruits and vegetables of the season were found on sale, as well as meats, fish, poultry, delicates-

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san, canned goods, staples, etc. Much of the fresh food sold at such a market is of a better quality because it is fresher, being brought in and sold by the hucksters daily. The prices are lower because of the low overhead expense and the fact that goods are sold only on the "cash and carry" basis.

The class decided that the economical housewife would not let the inconvenience of doing her own delivering prevent her from trading at such a market for she would then have the advantage of selecting her own foods and paying less money for them.

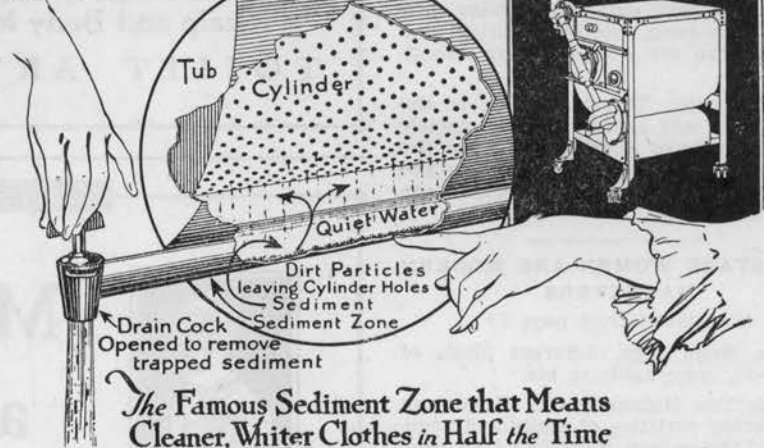
A one day trip cannot, of course, give opportunity for an inspection of all the marketing concerns which would be of value in any one city. But, it does suggest some of the conditions which "modern marketers" have to consider, and starts in the minds of the students who take the trip, some very intelligent thinking about the marketing problem.

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